

Management Consulting Today and Tomorrow

Perspectives and Advice from
Leading Experts

Second Edition

Edited by
**Flemming Poulfelt and
Thomas H. Olson**



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Management Consulting Today and Tomorrow

This new edition gathers more than 22 experts to outline the theory behind consulting, providing insight into change processes and management issues in the field. The business of consulting has grown faster than most other businesses, due not only to increased demand by clients, but also to the innovative capabilities of numerous consulting firms as they develop new services.

Divided into six parts, the book introduces readers to the consulting industry, addressing the major practice areas, contexts, and implementations of the field. Significant updates detail the effect of the economic troubles between 2004 and 2010 and then 2010 and now; analyze the market response to consulting in recent years; and provide a more thorough understanding of how consulting is applied in the different areas of a business, such as operations, marketing, and finance. Introductions written by the editors offer further insight into the themes and learning goals of each section, helping readers to recognize the elements of a successful consultation, and utilize their new skill set. The text concludes with a look at the future of consulting with regards to ethics standards and how strong manager-client relationships contribute to financial growth. Readers will also learn how the developing field of entrepreneurship creates new economic structures and job opportunities.

Practitioners, consultants, clients, faculty, and students of business and management will learn not only how to consult, but also gain the skills needed to adapt to and lead organizational change, giving them a competitive edge when they enter the field.

Flemming Poulfelt is Professor of Management and Strategy and Vice Dean at Copenhagen Business School, Denmark.

Thomas H. Olson is Professor of Clinical Management and Organization at University of Southern California-Los Angeles, U.S.A.

“This book is both timely and excellent. It meets a need to significantly improve our understanding of what is effective, cutting-edge consulting to business and covers the key issues of consulting in a brilliant way: appropriately eclectic and broad, but focused on what is essential to know. This will have a strong impact!”

Peter Lorange, *Lorange Institute of
Business Zurich, Switzerland*

“For this book, Poulfelt and Olson have assembled a veritable ‘who’s who’ in the world of management and organizational consultants, including themselves. One could not ask for better coverage: comprehensive and broad yet with depth and very current. I know of no better compendium on today’s consulting world.”

W. Warner Burke, *Columbia University, USA*

“When Larry Greiner published his seminal work on ‘Consulting to Management’ some 35 years ago, he laid the groundwork to a deeper understanding of a practice which has been growing exponentially since. The new and updated edition builds on his heritage and provides an impressive kaleidoscope which constitutes today’s diverse universe of management consulting. An indispensable companion for consultants and their clients alike!”

Roland Deiser, *Claremont Graduate
University, USA*

“The business of management consultancy has been changing over the last 30 years. The business grew economically, the skills of the consultants developed further, the roles of consultants became more differentiated, and the firms were better managed. This book covers a complete set of issues on management consultancy compiled by well-known and experienced professionals in this field. The group of editors and authors has succeeded in collecting relevant theory, experience, and practices to describe the state-of-the-art of the sector.”

Leon de Caluwe, *Vrije Universiteit,
The Netherlands*

“In this newest edition, like the original Greiner and Poulfelt edition, Poulfelt and Olson have designed a book that can be used for my own consulting work or in the classroom where wannabe consultants are yearning for the most current consulting knowledge. Students demand cases, challenges, and insights from the shrouded world of consulting – these authors offer it all with real world learnings.”

Therese Yaeger, *Benedictine University, USA*

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